CLAIMS

1. A foam-like preparation in the form of an emulsion comprising a continuous phase, a discontinuous phase, and a gas, wherein the continuous phase comprises a thickening system being formed by the continuous phase and a thickening agent, and wherein the discontinuous phase comprises a structuring agent, wherein the thickening system has a miscibility gap with a lower critical temperature which is above the use temperature of the preparation.

2. A preparation according to claim 1, wherein the dynamic viscosity of the preparation is in a range of 1 to 10,000 mPa.s, preferably 1 to 3,500 mPa.s.

3. A preparation according to one of the preceding claims, wherein the continuous phase is an aqueous phase comprising water or an aqueous medium.

4. A preparation according to claim 3, wherein the aqueous medium is a mixture of water and a hydrophilic solvent.

5. A preparation according to claim 4, wherein the aqueous medium is a mixture of water and monovalent or polyvalent short-chain alcohols.

6. A preparation according to claim 1, wherein the thickening system is formed by an aqueous medium and a cellulose derivative.

7. A preparation according to one of the preceding claims, wherein the proportion of the thickening agent in the thickening system is 0.5 to 5% by weight.

8. A preparation according to one of the preceding claims, wherein the discontinuous phase is an oil phase which is made up of fat-like, oil-like and/or wax-like substances.

9. A preparation according to one of the preceding claims, wherein the oil phase comprises 20 to 100% wax and 0 to 80% oil and/or fat.

10. A preparation according to one of the preceding claims, wherein an emulsifier is contained in the emulsion.

11. A preparation according to one of the preceding claims, wherein an emulsifier with a HLB value of between 3 and 8 is contained as the emulsifier.

12. A preparation according to claim 10, wherein a non-ionic emulsifier is included.

13. A preparation according to claim 10, wherein the emulsifier is a glycerine ester which is esterified with one or more long-chain fatty acids.

14. A preparation according to one of the preceding claims, wherein a co-solvent is contained in the aqueous phase.

15. A preparation according to one of the preceding claims, wherein a polymeric film-forming agent is additionally included.

16. A preparation according to one of the preceding claims, wherein an aqueous polymer dispersion with a solids content of 10 to 70% by weight is contained as the film-forming agent.

17. A preparation according to one of the preceding claims, wherein the film-forming agent is present in a proportion of 0 to 50% by weight.

18. A preparation according to one of the preceding claims, wherein a colouring agent, in particular an inorganic and/or organic dye and/or a pigment is additionally included.

19. A preparation according to one of the preceding claims, wherein the gas included is air, a protective gas selected from nitrogen, helium, neon, argon, krypton, xenon, carbon dioxide, and/or dinitrogen monoxide, a hydrocarbon gas, an ether and/or oxygen or ozone.

20. A preparation according to one of the preceding claims, which comprises 20 to 40 % by volume of a gas.

21. A preparation according to one of the preceding claims, wherein the foam has bubbles of a mean size of 0.005 to 0.5 mm.

22. A preparation according to one of the preceding claims, wherein the final preparation is of a density in the range of 0.7 to 0.9.

23. A process for the production of a foam-like preparation, wherein
a) a continuous phase is produced by the solvent or solvents of the continuous phase being mixed with a thickening agent at ambient temperature,
b) a discontinuous phase which contains a structuring agent is produced, to which an emulsifier is optionally added,
c) the continuous and the discontinuous phase are heated to a temperature above the critical temperature of the thickening system and mixed, an emulsion being produced, and
d) the emulsion is agitated until it has cooled down.

24. A process according to claim 23, wherein an aqueous phase is prepared as the continuous phase and an oil phase is prepared as the discontinuous phase.

25. A process according to claim 24, wherein an O/W emulsion is produced, by
a) producing an aqueous phase by mixing water with a thickening agent at ambient temperature,
b) producing an oil phase by a procedure whereby wax is melted optionally with oils and fats, an emulsifier is added to the wax phase, the oil phase is added to the aqueous phase and an emulsion is produced, and the emulsion is agitated with the addition of gas until it has cooled down.

26. A process according to one of claims 23 to 25, wherein after production of the emulsion gas is incorporated by agitation.

27. A process according to one of claims 23 to 26, wherein 20 to 40% by volume of gas is introduced.

28. A process according to one of claims 23 to 27, wherein after formation of the emulsion the temperature-sensitive constituents are added.

29. A process according to one of claims 23 to 28, wherein a thickening agent is added to the continuous phase in such an amount that the emulsion obtained has a gel network temperature of $\geq$ 60°C.

30. A process according to one of claims 23 to 29, wherein the agitation rate at which the emulsion is agitated upon cooling is adjusted such that pores of a predetermined size are produced.

31. A process according to claim 30, wherein the agitation rate is adjusted such that pores of a size in the range of 0.005 to 0.5 mm are produced.